



Haines City Demographics Consumer Expenditures

| | \$ PER HOUSE- HOLD | TOTAL \$000'S |
|----------------------------------|-----------------------|------------------|
| Apparel | 1,917.00 | 11,178.85 |
| Men's Apparel | 359.00 | 2,097.34 |
| Boys' Apparel | 93.00 | 547.44 |
| Women's Apparel | 641.00 | 3,741.34 |
| Girls' Apparel | 124.00 | 725.43 |
| Infants Apparel | 85.00 | 497.65 |
| Footwear | 327.00 | 1,909.68 |
| Apparel Services and Accessories | 284.00 | 1,659.98 |
| Education | 879.00 | 5,125.50 |
| Books And Supplies | 122.00 | 712.60 |
| Tuition | 756.00 | 4,412.90 |
| Entertainment | 2,195.00 | 12,801.51 |
| Fees And Admissions | 519.00 | 3,028.69 |
| Video And Audio Equipment | 794.00 | 4,632.98 |

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| Recreational Equipment And Supplies | 881.00 | 5,139.85 |
| Food and Beverages | 6,348.00 | 37,011.29 |
| Food At Home | 3,438.00 | 20,048.67 |
| Food Away From Home | 2,449.00 | 14,281.63 |
| Alcoholic Beverages | 459.00 | 2,680.98 |
| Health Care | 2,621.00 | 15,283.70 |
| Health Care Insurance | 1,268.00 | 7,394.48 |
| Health Care Services | 632.00 | 3,689.34 |
| Health Care Supplies And Equipment | 720.00 | 4,199.87 |
| Household Furnishings and Equipment | 1,655.00 | 9,653.90 |
| Household Textiles | 122.00 | 714.70 |
| Furniture | 442.00 | 2,577.74 |
| Floor Coverings | 52.00 | 305.55 |
| Major Appliances | 200.00 | 1,167.11 |
| Housewares And Small Appliances | 838.00 | 4,888.81 |
| Shelter | 7,659.00 | 44,655.12 |
| Mortgage Interest | 2,839.00 | 16,556.68 |
| Property Taxes | 1,247.00 | 7,272.81 |
| Miscellaneous Owned Dwelling Costs | 1,014.00 | 5,915.53 |
| Rental Costs | 2,158.00 | 12,585.28 |
| Other Lodging | 398.00 | 2,324.83 |
| Household Operations | 1,326.00 | 7,732.56 |
| Babysitting And Elderly Care | 307.00 | 1,795.47 |
| Household Services | 237.00 | 1,383.40 |
| Alimony And Child Support | 197.00 | 1,152.30 |
| Household Supplies | 583.00 | 3,401.40 |
| Miscellaneous Expenses | 689.00 | 4,022.58 |
| Legal And Accounting | 83.00 | 485.58 |
| Funeral And Cemetery | 76.00 | 444.42 |
| Finance Charges Excluding Mortgage And Vehicle | 444.00 | 2,591.55 |
| Other Miscellaneous Expenses | 85.00 | 501.03 |
| | \$ PER HOUSE- | TOTAL |
| | HOLD | \$000'S |
| Personal Care | 586.00 | 3,416.38 |
| Hair Care | 45.00 | 267.13 |
| Electric Personal Care Appliances | 11.00 | 66.93 |
| Personal Care Services | 391.00 | 2,284.31 |
| Personal Care Products | 136.00 | 798.01 |
| Reading | 130.00 | 761.57 |
| Newspapers | 56.00 | 327.18 |
| Magazines | 26.00 | 156.07 |

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|--|----------|-----------|
| Books | 47.00 | 278.32 |
| Tobacco | 301.00 | 1,756.52 |
| Cigarettes | 271.00 | 1,580.46 |
| Other Tobacco Products | 30.00 | 176.07 |
| Transportation | 7,989.00 | 46,576.57 |
| New Vehicle Purchase | 1,901.00 | 11,085.51 |
| Used Vehicle Purchase | 1,387.00 | 8,089.83 |
| Motorcycles (New And Used) | 50.00 | 292.96 |
| Vehicle Finance Charges | 381.00 | 2,222.86 |
| Gasoline And Oil | 1,838.00 | 10,718.16 |
| Vehicle Repair And Maintenance | 632.00 | 3,687.53 |
| Vehicle Insurance | 930.00 | 5,426.16 |
| Public Transportation | 433.00 | 2,527.71 |
| Other Transportation Costs | 433.00 | 2,525.85 |
| Utilities | 2,979.00 | 17,372.64 |
| Natural Gas | 414.00 | 2,415.08 |
| Electricity | 1,106.00 | 6,452.59 |
| Fuel Oil And Other Fuels | 108.00 | 631.04 |
| Telephone Service | 1,011.00 | 5,896.93 |
| Other Utilities | 339.00 | 1,977.01 |
| Gifts | 988.00 | 5,760.22 |
| Gifts Of Apparel | 197.00 | 1,154.22 |
| Gifts Of Apparel Accessories | 25.00 | 148.84 |
| Gifts Of Education | 201.00 | 1,172.24 |
| Gifts Of Recreation | 67.00 | 395.22 |
| Gifts Of Food And Beverages | 90.00 | 527.44 |
| Gifts Of Household Furnishings And Equipment | 161.00 | 940.96 |
| Gifts Of Household | 43.00 | 250.75 |
| Gifts Of Transportation | 50.00 | 294.94 |
| Gifts Elsewhere Unspecified | 150.00 | 875.61 |
| Personal Insurance | 380.00 | 2,219.25 |
| Contributions | 1,373.00 | 8,006.11 |

Source: *Applied Geographic Solutions, Thousand Oaks, CA.*